



Australian Government

SISSGLF007 Manage on-course golf operations

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to manage on-course golf shop operations according to the organisation's operational plan and client needs.

This unit applies to individuals working in golf professional and golf management roles in the Australian sport industry.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Golf

Unit Sector

Sport

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Identify operational objectives.
2. Prepare marketing strategies.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Access and interpret business and marketing plans to identify on-course golf shop operational objectives.
- 1.2. Consult with senior management to confirm golf shop operational objectives and own responsibilities in meeting golf shop operational objectives.
- 2.1. Set measurable performance targets for marketing activities.
- 2.2. Plan and conduct market research to identify client needs.
- 2.3. Develop, plan and conduct promotional activities to meet

- performance targets.
- 2.4. Develop and implement contingency plans according to organisational policies and procedures.
 - 2.5. Negotiate arrangements with suppliers to support promotional activities.
3. Manage golf operations staff.
 - 3.1. Roster staff to meet operational needs.
 - 3.2. Recruit and induct new staff members according to organisational policies and procedures.
 - 3.3. Plan and deliver training to staff about golf shop products and services, performance targets and client needs according to organisational policies and procedures.
 - 3.4. Monitor performance of golf shop staff against organisational standards of conduct, appearance, advice and service.
 - 3.5. Promote training and professional development opportunities to staff.
4. Manage golf shop products and services.
 - 4.1. Select stock according to client base and needs.
 - 4.2. Design golf shop layout and presentation to support market position and promote client flow according to organisation marketing plan.
 - 4.3. Develop and implement layout and visual merchandise checks and implement improvements.
 - 4.4. Define and communicate standards for visual presentations and displays to staff.
 - 4.5. Assess client response to space allocations in consultation with staff.
 - 4.6. Implement custom fitting and club repair services to meet client needs.
 - 4.7. Implement hire service to meet client needs.
 - 4.8. Develop tuition programs and deliver individual and group coaching according to organisational policies and procedures.
 - 4.9. Develop and implement pricing policies according to organisational marketing plans.
 - 4.10. Monitor pricing trends and changes and communicate to staff.
 - 4.11. Monitor and document stock levels according to organisational policies and procedures.
 - 4.12. Repair and replace faulty equipment according to organisational policies and procedures.
5. Manage golf programming and
 - 5.1. Monitor golf operations to identify course ideal and maximum rounds played per day and per week.

- fixtures.
- 5.2. Consult with stakeholders on event scheduling.
 - 5.3. Check course renovations and maintenance and assess implications for scheduling events and groups.
 - 5.4. Market and make group bookings according to organisational policies and procedures.
 - 5.5. Coordinate group bookings with food and beverage staff.
 - 5.6. Monitor tee sheet activity and handicapping records.
6. Review operational performance.
- 6.1. Collect, analyse and document data on golf operations.
 - 6.2. Analyse golf operations data against operational objectives and performance standards to evaluate operational performance.
 - 6.3. Disseminate information on golf operations according to organisational policies and procedures.
 - 6.4. Review and reflect on own performance to identify areas for improvement.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

- | | |
|-------------------------------|--|
| Oral communication skills to: | <ul style="list-style-type: none"> • ask open and closed questions and actively listen to players and staff • interact with players and staff in a polite and positive manner. |
| Numeracy skills to: | <ul style="list-style-type: none"> • monitor tee sheet activity and rounds played over fixed periods • manage pricing and stock levels • collect and analyse data on golf operations and industry trends. |

Unit Mapping Information

SISSGLF521 Manage on course golf operations

Links

Companion Volume Implementation Guides -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1ca50016-24d2-4161-a044-d3faa200268b>

